



City Hall Weekly Highlights

August 27, 2015

To: Honorable Mayor and City Council Members

From: City Departments

CITY MANAGER:

Silverlakes Tour: Today three City Council Members, several Commissioners and many employees toured the Silverlakes Project to get a first-hand look of the project's scope. During the tour, Mr. R.J. Brandes, the principal developer of the project, provided information on the configuration of ongoing and planned improvements. He also provided information on the phasing of the project noting that the planned September "soft opening" is necessary in order to accommodate soccer events for the upcoming soccer season which begins in September. Without this soft opening, the entire soccer season would not be able to take place on Silverlakes. While soccer events will be taking place during the weekends, construction on the project will continue during weekdays to ensure completion of additional equestrian improvements in time for the beginning of equestrian events season in December. Tour participants provided suggestions and had their questions answered. Depending on interest and time availability, additional tours may be provided before the planned soft opening in mid-September. If you are interested in future tours, please contact Ms. Julie Houser at (951) 270-5651.

Water Conservation Efforts: We have been notified by the State Water Resources Control Board (Board) that the City did not meet the state's set conservation standard of 36% reduction in June 2015. The standard set by the state called for the City to reduce consumption by 36% in June of 2015 when compared to June of 2013. The good news is that the City achieved a reduction of 28% over the 2013 consumption amount. The bad news is that this means the City missed the standard set by the Board by 8%. As a result of the City's failure to meet the Board's set standard, we were issued "Notice of Violation and Information Order." This requires the City to provide a report to the Board detailing our conservation efforts. This report is being prepared and will be sent to the Board next week. It is important to note that the standard set for the City of Norco is among the highest in the State and the standard did not take into consideration the City's animal keeping and large lot zoning requirements.

ECONOMIC DEVELOPMENT:

Sixth Street Gateway Sign: Onsite construction has begun for the Sixth Street Gateway Sign, with reinforced concrete footings being poured by a crew from YESCO Signs. The sign structure itself is still being fabricated offsite and is anticipated to be fully installed in mid-September. Interested advertisers should contact the sign's marketing director, Diana McGrew, at 951-805-5995 or norcogatewaysign@gmail.com.

Auto Mall Sign: New LED components for the Norco Auto Mall Sign are now being placed into production, with final installation of new electronics scheduled for November 2015. The enhanced LED panel will provide greater visibility for the Auto Mall dealerships and Horsetown USA in general. The cost of the sign improvements are being split equally between the City and the Norco Auto Dealers Association. The split for additional cost to add "Horsetown USA" trademark logo which the City requested has not been determined.

Business Prospecting: Staff is in the process of contacting targeted retailers and restaurants for preliminary meetings at the upcoming International Council of Shopping Centers (ICSC) Western Regional Conference in San Diego, September 16-18, at which the City will be an exhibitor. New promotional displays and collateral materials are being prepared in-house to assist with marketing at that event and beyond.

FISCAL AND SUPPORT SERVICES:

Bill Processing: Staff mailed out 1,964 utility bills to Group 3 customers. Staff also mailed out 279 delinquent notices to Group 2 utility customers that had not paid their bill on time. On Tuesday, a courtesy door tag was hung at the door of customers that were delinquent in Group 4 by Public Works notifying 76 customers that if they did not pay on Tuesday, their water services would be shut off on Wednesday. By Wednesday, 4 customer's water was shut off for nonpayment; 2 customer's water services were restored and 2 remained shut off.

Business License and Cash Receipts: There were 14 new business license applications and 62 renewal Business license applications during the week. Staff processed a combined total of 1,619 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$8,582,589. The City received reimbursement for water and sewer projects totaling \$7,688,230 from U.S Bank; \$395,900 in sales tax; \$54,685 from Riverside County Transportation Commission.

Miscellaneous Accounts Receivable: A total of 3 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$23,467. Miscellaneous accounts receivable invoices are sent to bill for EMS services, hydrant meter billing, damage to City property, encroachment permits, loan payments, trash billing to California Rehabilitation Center and any other services provided by the City other than utility billing and business licenses.

PARKS, RECREATION, AND COMMUNITY SERVICES:

Veterans Memorial Bricks: The deadline to order memorial bricks to be placed at the George Ingalls Veterans Memorial Plaza has been extended to September 9, 2015. The next brick installation will be early November, so if you would like your brick or the brick of a loved one to be placed at that time, please have your order completed by the due date. The applications are available in the Parks and Recreation Department in City Hall or you can use the City's website [by clicking this link](#). Any questions can be directed to 951.270.5632.



Staff attended a meeting with Riverside Sheriff and Cal Fire to discuss details for the September 11th Patriot Day Memorial Ceremony. A short ceremony will take place at Station 47 on Hillside at 8:30 a.m. to remember the victims of the terrorist attacks that took place on September 11, 2001. This event is free and open to the public. Refreshments will be served following the ceremony. We shall never forget!

Wee People Playschool celebrated “Back to School Week” as the Fall session began Monday, August 24, 2015, for the M/W/F class session and Tuesday, August 25, 2015, for the T/TH class session. Activities included those which are based off the children’s book *The Kissing Hand* which depicts school starting in the forest, but Chester Raccoon does not want to go. To help ease Chester's fears, Mrs. Raccoon shares a family secret called the Kissing Hand to give him the reassurance of her love any time his world feels a little scary. Since its first publication in 1993, this heartwarming book has become a children's classic that has touched the lives of millions of children and their parents, especially at times of separation, whether starting school, entering daycare, or going to camp. It is widely used by kindergarten teachers on the first day of school. Registrations are still being accepted for both M/W/F or T/TH 4 year old classes and for T/TH 3 year old classes. For all the details, please contact Recreation Coordinator Chrystal Foster at 951-272-1619.

HICAP was available to seniors on Tuesday, August 25, 2015, between 1-4 p.m. by appointment. This service is free of charge to older adults and provides unbiased counseling on Medicare and other health insurance.

Senior Excursion: Seniors on the Move took a tour to the Riverside Culinary Academy on Wednesday, August 26, 2015.

Party Parners: Surf’s up at the Party Parners beach party “Tropical Paradise” on Friday, August 28, 2015! This festive night will be full of tropical music, dancing and crafts in beautiful Norco! Event hours are from 6:00-8:30 p.m. at the Rose M. Eldridge Senior Center.

George Ingalls Equestrian Event Center:

- George A. Ingalls Veteran's Memorial Plaza is open daily 10 a.m.-dusk. Entrance is located through Gate 5 off of Crestview just south of Sixth Street.
- Community Barrel Racing was held Thursday, August 27^h and will resume after the Norco Fair on Thursday, September 10th
- Open Recreation riding will resume at the Clark Arena M-T, September 14th -15th.
- The PRCA Norco Mounted Posse Rodeo Event scheduled Fri. - Sun., August 21st – August 23rd was well attended and by all appearance was a huge success. A Businessman’s Team Roping was held Thursday, August 21st which kicked off the Rodeo and the cowboys competed in the Norco PRO/AM Breast Cancer competition event.
- The Norco Fair begins Thursday, September 3rd – 7th “Cowboy Boots and Country Roots” with more Entertainment, More vendors and More Fun!





Watch the Calendar for more exciting events at the Center. September brings you grassroots local Horseshows, World Series Team Roping and CA High School Rodeo.

Parks

- Fixed the sink in men's restroom and plumbing at Sundance Park.
- Removed sandbags at Ingalls Park in preparation for the rodeo.
- Repaired a hole in the fence at the pool building for the fifth time in a week and half.

Buildings

- Changed filters and cleaned air conditioners at the gym.
- Assisted Patty with hanging banner on Sixth Street for the fair.
- Replaced GFI outlets (electrical) at the north end of Moreno Arena.
- Repaired the refrigerator in the break room at City Hall.
- Faucet was repaired in the restroom in the front of City Hall.
- Replaced light bulbs Nellie Weaver Hall.

Rodeo

- Volunteers broke down the horse corrals and hard pack the ground in Clark Arena in preparation for installing bleachers for the fair.
- With use of the tractor, volunteers helped clean up the manure out of the back pens.

Animal Control Services

Late Notices: 103 late notices for July licensing were processed and mailed out.

New Rates for Unneutered Dogs: New rates have gone into effect for unneutered dogs. The cost of a 1-year license (with maintenance fee) is now \$57.00, a 2 year license is now \$95.00 and a 3 year license is now \$127.

Adoption costs have also increased by \$10.00 due to an increase in spay/neuter costs. Adult dogs are now \$88.00, puppies are \$108.00, adult cats are \$67.00 and kittens are \$77.00

PLANNING DEPARTMENT:

New Applications:

- Wall sign application for new wall sign at 110 Hidden Valley Parkway (Rubio's)

Planning Activities:

- Engineering and Planning staff met with a property owner on Thoroughbred to resolve outstanding code compliance issues to finalize building permits.
- Engineering and Planning met with a representative for Norco College regarding the potential for an entry pylon sign in the Third Street median west of Hamner Avenue and what issues would need to be considered. The approval would require a conditional use permit from the Planning Commission.
- City Manager and Planning Director met with Lt. Briddick and Justin Rowan from the Riverside County Sheriff's Office to discuss pending and potential legislation regarding statewide regulation of marijuana. Two measures currently being reviewed by the state legislature would continue the allowance only for medical purposes but would create a state regulatory agency similar to the Department of Alcoholic Beverage Control; and would allow local jurisdictions to continue regulating the use through zoning as us currently done. The third potential measure is being circulated for signatures to qualify a ballot measure for next year that would legalize marijuana use for recreational purposes.

Code Compliance Updates:

2015 Total Cases:	219
Open Cases:	87
New Cases:	5
Cities Issued:	4
Closed Cases:	7
Yard Sale Sign Removal:	22

- Joint inspection with Animal Control regarding animal violations at a property on Center Avenue.
- Joint inspection with Riverside County Flood Control and Animal Control for a follow up at a residence on Second Street.

- Joint inspection with the Sheriff's Department and Animal Control at a property on Valley View regarding possible illegal activity, animal violations and code violations.

PUBLIC WORKS DEPARTMENT:

Water Meter Leaks: 4

Water Service Leaks:

- 4200 Lyndee – repaired leak on 2" galvanized water service
- 1637 Corona Avenue – repaired leak on 1" poly service line
- 1773 Valley View – replaced leaking poly water service with type K copper tube.
- 1793 Valley View – preemptive repair of water service – removed poorly installed mainline gooseneck on 1" poly service and installed type K copper sweep

Water Main Leaks:

- 1971 Parkridge – repaired leak on 10" diameter mainline
- 1291 Corona Avenue – replaced failed weld coupling with 8"X12.5" stainless steel tapping clamp
- 965 Third Street – repaired leaking 6" steel mainline.

Hydrant Maintenance:

- Valves exercised – 8
- Hydrants flushed – 5

Reclaimed Water System:

- Ingalls Park – Replaced non-functional 1" air release at the end of the reclaimed water line.
- Staff from Public Works and Parks and Rec met with Water and Sewer Manager to begin overview of implementing Reclaimed Water System at the City's Parks. Under the Water and Sewer Manager's guidance Public Works crews will oversee transition from potable water used for irrigation to recycled. Parks and Rec staff will be trained in day to day maintenance of the system.

Collection system (Sewers):

- Pump Stations
 - Cleared obstruction and reprimed pumps at the Valley View lift station.
 - Replaced the pneumatic lines into the wet well of the Norco Drive sewage lift station.

Streets/Trails:

- Placed 3 tons of cold mix at various locations
- 4000 block of Hillside – filled various potholes with ½ ton cold mix asphalt concrete
- DG/misc aggregate –
 - 2970 Norco Drive - Dumped and spread 1 ton DG
 - 2310 Norco Drive – dumped and spread 2 tons DG
 - 2370 Norco Drive – dumped and spread ¾ ton DG
 - 2740 Vine – dumped and spread ½ ton DG
 - 3474 Shawnee – dumped and spread 1 ton DG
 - Valley View north of Willow (both sides) – filled road edge erosion with 4 tons DG
 - 2335 Norco Drive – dumped and spread ½ ton DG

- 1414 Second Street – dumped and spread 2 tons DG
- 2094 Valley View – dumped and spread 2 tons DG
- 3992 River Ridge – filled road edge erosion with 3 tons class II base

Trees:

- 3563 Sierra – picked up downed tree branch
- Calfire inmate crews
 - Seventh Street from Valley View to Temescal – trimming of sucker growth from the trees and trail cleanup.
 - Cleanup of the weeds and debris in the flood control basin located at Citrus and Hamner
- Court services workers
 - Sixth Street cleanup for the parade scheduled for September 7th is continuing.
 - Cleared the weeds and debris at Hidden Valley and Corona

Labor Day Parade Traffic Control Assistance: Field Crews will again be assisting with traffic control for the Labor Day Parade. Of note is the change in the parade start point. Per the request of the Parade Committee and after consulting with CHiP, Sixth Street will be closed at Valley View Avenue instead of Sierra Avenue. This will alleviate backup of the off-ramps for the I-15 freeway and on the Sixth Street bridge over the freeway. The start point of the parade will be moved from Valley View Avenue to Corona Avenue.

2014-15 Pavement Management System – Phase I and Phase II: Staff held a preconstruction meeting with Hardy & Harper, the contractor for the two projects, on Thursday, August 20. Phase I project includes the several streets being overlaid with asphalt and Phase II is the reconstruction of the asphalt within Norco Drive from Fifth Street to Rocky View Drive with a process called micro-cracking. Contractor has submitted various material submittals. Staff has scheduled a site walk with the Contractor for September 2. Work will commence shortly after.

Bluff Street and Western Avenue Water Improvements: Project is under advertisement for bid. Project includes nearly 4,000 linear feet of 6”, 10”,12” or 16” waterline that will replace the aging system. Bid opens September 1, 2015. Expect award before Council in late September.

Building Permits Submitted:

Commercial: 2
Residential: 11

Building Permits Issued:

Commercial: 4
Residential: 10

Field Inspections Performed: 26

NORCO SHERIFF’S DEPARTMENT:

Child Annoyance Investigation: On Tuesday, August 25, about 4:40 p.m., deputies assigned to the Norco Sheriff's Office responded to the 1600 block of Temescal Avenue, in the city of Norco. This

was in reference to a reported child annoyance call. Deputies contacted the juvenile victim and learned that at 8:30 a.m. that morning, the victim had been walking to Norco Elementary School on Temescal Avenue, when a male suspect approached the victim and attempted to lure the victim to a nearby location. The victim refused the suspect's advances and walked away. The victim was not injured during the incident. The victim notified their parent of the incident after school had concluded and the parent reported the incident to the Riverside County Sheriff's Department at 4:24 p.m.

The suspect was described as a white male adult, approximately 30 years old, 6' in height, and weighing approximately 155 pounds. The suspect had black "spikey" hair, with numerous tattoos on his arms. The suspect was last seen wearing a white t-shirt, baggy blue jeans, and red colored tennis shoes, similar to the Converse brand.

The Riverside County Sheriff's Department is working closely with the Corona Norco Unified School District (CNUSD) pertaining to this on-going investigation. Parents are urged to be vigilant and report any suspicious activity or persons to the school and the Riverside County Sheriff's Department.

Anyone with any information related to this incident is encouraged to call Investigator Contreras at (951) 955-2600.

The 20th Annual Riverside County Sheriff's Department K9 Trials: Every year, the Riverside County Sheriff's Department K9 Team invites law enforcement agencies from all over the state and country to come and compete in a K9 competition hosted in the County of Riverside. Dog and handler teams compete in a two-day competition designed to test narcotic detection, evidence location, protection, agility and obedience. For law enforcement agencies, these competitions are instrumental in the further education of K9 teams by comparing training programs and team performance.

The 20th Annual Riverside County Sheriff's Department K9 Trials will be held on Friday and Saturday, November 6th and 7th, 2015, in the City of Norco. Friday and Saturday's competitions will be held at the George Ingalls Equestrian Center, located at 3737 Crestview Avenue, in the City of Norco.



The second day of the competition is open to the public and the Riverside County Sheriff's Department hosts a public safety fair on site adjacent to the competition. Representatives from the local fire departments, the Riverside County Underwater Search and Recovery Team, Mounted Posse, Hazardous Device Team, Special Enforcement Bureau, and Aviation Team are on site to provide demonstrations to the public while the K9 teams compete. The public safety fair is a rare opportunity to see public safety's finest at work. If you are a law enforcement agency with a K9



team that would like to compete, please email <mailto:trials@Riversidesheriffk9team.com> with any questions you may have.

DUI/Driver's License Checkpoint Planned: The Norco Sheriff's Office will be conducting a DUI/Driver's License Checkpoint on August 29, 2015, at an undisclosed location within the city limits between the hours of 8:00 p.m. to 3:00 a.m.

The deterrent effect of Driving Under the Influence (DUI) checkpoints is a proven resource in reducing the number of persons killed and injured in alcohol or drug involved crashes. Research shows that crashes involving an impaired driver can be reduced by up to 20 percent when well-publicized DUI checkpoints and proactive DUI patrols are conducted routinely. In California, this deadly crime led to 802 deaths in 2012 because someone failed to designate a sober driver. Nationally, the latest data shows nearly 10,000 were killed by an impaired driver.

Officers will be looking for signs of alcohol and/or drug impairment, as well as checking drivers for proper licensing. Motorists should only be slightly inconvenienced. Specially trained officers will be available to evaluate those suspected of drug-impaired driving.

Recent statistics reveal 30 percent of drivers in fatal crashes had ingested one or more drugs. A study of active drivers showed more tested positive for drugs that may impair driving (14 percent) than did for alcohol (7.3 percent). Marijuana was the most prevalent drug, at 7.4 percent, slightly more than alcohol.

According to the National Highway Traffic Safety Administration (NHTSA), checkpoints have provided the most effective documented results of any of the DUI enforcement strategies, while also yielding considerable cost savings of \$6 for every \$1 spent. Nearly 90 percent of California drivers approve of DUI checkpoints.

DUI Checkpoints are placed in locations based on collision statistics and frequency of DUI arrests, affording the greatest opportunity for achieving DUI driving deterrence. Locations are chosen with safety considerations for the officers and the public.

Drivers caught driving impaired can expect the impact of the arrest to include jail time, fines, fees, DUI classes, and other expenses that can exceed \$10,000. The DUI arrest is public information and can expose the violator to a degree of public embarrassment.

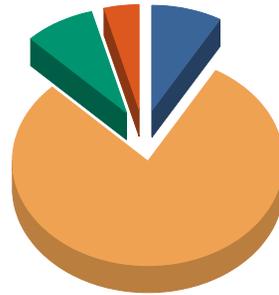
Funding for this checkpoint is provided to the Norco Sheriff's Office by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration, reminding everyone to "report drunk driver/call 911."

FIRE DEPARTMENT / CAL FIRE:

EOC Training: On August 20th, Station 47 hosted the first of four Emergency Operations Center (EOC) trainings for city employees. The training was conducted by Dennis Day of the Riverside County Office of Emergency Services. The training covered Standardized Emergency Management System (SEMS) and National Incident Management System (NIMS).

Firefighting Assistance: Four Firefighters (4) from Stations 47 and 57 are still out on fire assignment assisting with the various fires throughout that California due to the current Fire Siege.

**Response Activity – Norco
8/20/15 to 8/26/15**



False Alarm	4	8.3%
Medical	38	79.2%
Public Service Assist	4	8.3%
Traffic Collision	2	4.2%
Total:	48	100.0%

False Alarm	4
Medical	38
Public Service Assist	4
Traffic Collision	2
Incident Total:	48

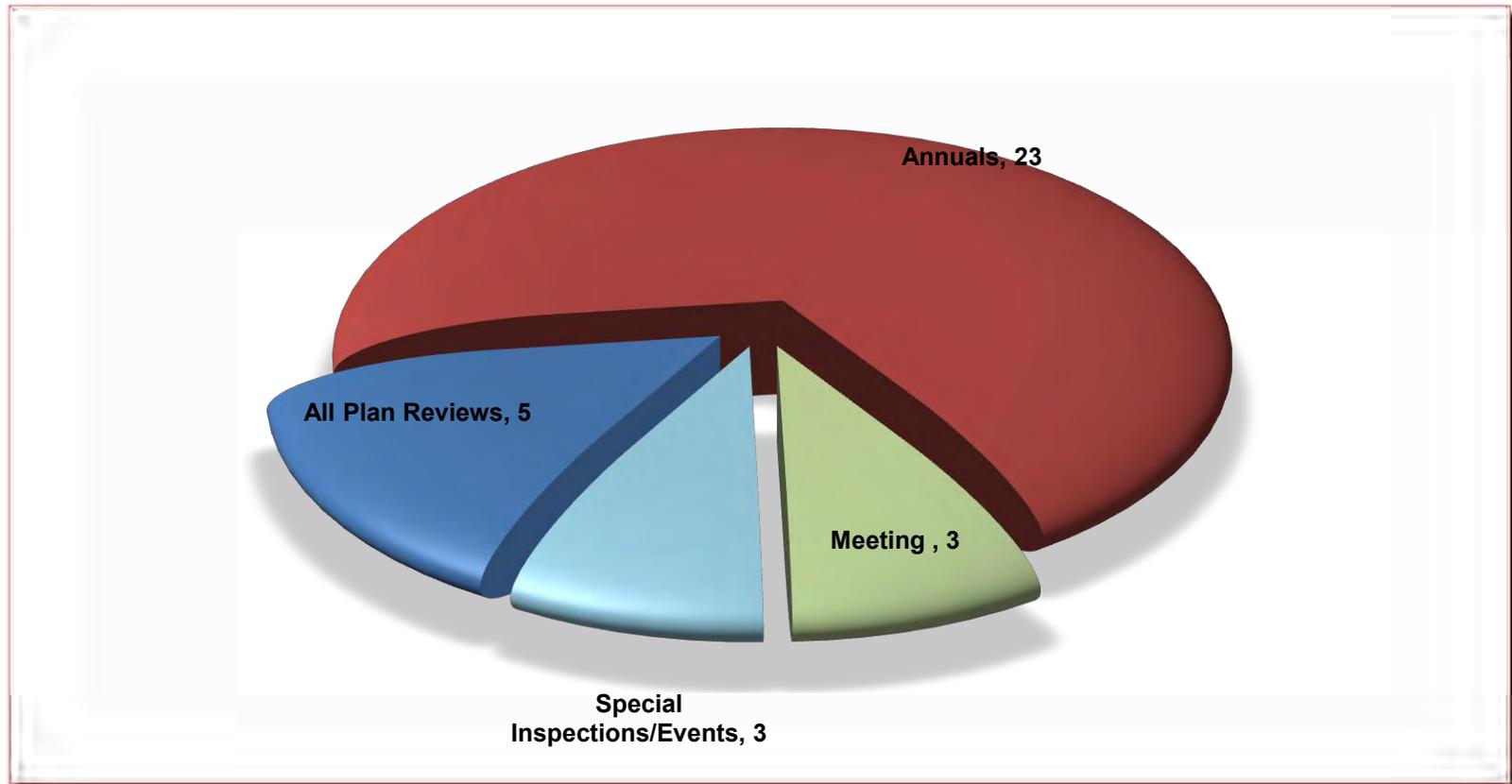
Riverside County Fire - Norco

Weekly Activity Report

8/19/15 - 8/26/15

	CITY
Activity Totals	Norco
Plan Reviews	TOTAL NORCO
All Plan Reviews	5
INSPECTIONS	Norco
Annuals	23
New Construction	
Re-inspection (annual's)	
Title 19 Inspections	
Business License Review	
C of O's	
Weed Abatement	
TOTAL	
MEETINGS & OTHER	Norco
Meeting	3
Training	
Special Inspections/Events	3

Weekly Prevention Activity Report- Graph Summary





Current Wildland Fires

as of 08/27/2015 0800 Hours



Gasquet Complex ~ FRA
 Start: 08/03/2015
 31% Containment
 21,447 Acres

Nickowitz ~ FRA
 Start: 08/01/2015
 54% Containment
 6,364 Acres

Route Complex ~ FRA
 Start: 07/30/2015
 74% Containment
 35,451 Acres

Mad River Complex ~ FRA
 Start: 07/30/2015
 68% Containment
 36,055 Acres

River Complex ~ FRA
 Start: 07/30/2015
 26% Containment
 60,744 Acres

Democrat ~ SRA
 Start: 08/25/2015
 60% Containment
 128 Acres

South Complex ~ FRA
 Start: 08/01/2015
 62% Containment
 26,764 Acres

Rough ~ FRA
 Start: 07/31/2015
 25% Containment
 55,989 Acres

Summit ~ FRA
 Start: 08/23/2015
 65% Containment
 55 Acres



 **Active Incidents (9)**

Total of 9 incidents identified on map

